

City Planning Commission
Tuesday, February 24, 2015

CPC Deadline: None
CC Deadline: 45 days from date of receipt
Council District: E-Gray

PRELIMINARY STAFF REPORT

To: City Planning Commission
Design Review: 015/15

Prepared by: Kelly G. Butler
Date: February 16, 2015

Applicant: Gordon H. Kolb, Jr., G.H.K. Developments, Inc.

Request: This is an appeal of the Eastern New Orleans Renaissance Corridor (ENORC) District Regulations, **Article 10, Section 10.2.10 (2) Fenestration** of the Comprehensive Zoning Ordinance.

Zoning: C-2 General Commercial District/Eastern New Orleans Renaissance Corridor

Location: The petitioned property is located in the Third Municipal District, on Square -1, Lot 6A-1B-1, bounded by Crowder and Lake Forest Boulevards, and Mayo and the I-10 Service Roads. The municipal address is 5702 Crowder Boulevard. (PD 9)

Proposal: The applicant proposes to construct and open a new Walgreen's drug store with a drive-through pharmacy on a vacant site fronting Crowder Boulevard. The petitioned site is an irregular shaped parcel located within a C-2 General Commercial District that measures approximately two hundred seventy six (276') feet in width and approximately two hundred sixty one (261') feet in depth for a total area of approximately seventy three thousand nine hundred six (73,906 sq. ft.) square feet. The proposed structure will contain fourteen thousand four hundred ninety (14,490 sq. ft.) square feet of floor area and will have one hundred thirty-eight (138') feet of frontage along Crowder Boulevard. The building's proposed entrance will be located at the corner of the building facing the Crowder and Lake Forest Boulevard sides of the property. The proposal calls for placement of several elongated combination metal and glass wall panels consisting of a metal design on the upper portion, separated by an aluminum sun shade, and transparent glass on the bottom portions. These panels will be placed along the sides of the building facing both Crowder and Lake Forest Boulevard. Along the side of the property facing the I-10 Service Road, two (2) of the aforementioned panels will be included on the façade, although; they will not extend as far down as the other panels. The I-10 Service Road side also contains the drive-through window with an aluminum overhang with metal panels surrounding it. The parking lot, providing fifty-two (52) parking spaces, wraps around the building and is proposed to be accessed by two (2) curb cuts off Crowder Boulevard. The property abuts an RM-2E Eastern New Orleans Multi-Family Residential District to the rear while commercial businesses are located on the same square and include a dollar store and a restaurant. A vacant lot is adjacent to the subject site on the Lake Forest Boulevard side.

The applicant is seeking to appeal **Article 10, Section 10.2.10 (2)**, *Fenestration* of the Eastern New Orleans Renaissance Corridor District, which requires buildings to maintain a transparency of sixty percent (60%) on the ground floor. The applicant is proposing to provide a transparency of fifty-seven percent (57%) along the northeast side fronting Crowder Boulevard, thirty-seven percent (37%) along the southeast side facing Lake Forest Boulevard, zero percent (0%) along the southwest side of the building facing the rear and interior of the site and point seventy-two percent (.72 %) along the northwest side of the building facing the Interstate 10 (I-10) Service Road. As such, a waiver of the Eastern New Orleans Renaissance Corridor District regulations is required.

Why is City Planning Commission Action required?

In accordance with **Article 10, Section 10.2.13 Appeals** of the Comprehensive Zoning Ordinance, any application for a variance or waiver of the Eastern New Orleans Renaissance Corridor District regulations shall be submitted to the City Planning Commission for a recommendation and forwarded to the City Council for final action.

EVALUATION

The petitioned site is located along Crowder Boulevard in the Eastern New Orleans Renaissance Corridor (ENORC) District. The ENORC overlay is intended to provide for a superior environment along major urban transportation corridors in Eastern New Orleans through the imposition of design standards that complement land use development and establish a positive design image along the corridor. The sixty percent (60%) transparency requirement for a structure's fenestration is intended to encourage development that incorporates visual connections between activities inside and outside buildings while creating a neighborhood storefront commercial aesthetic that allows this interaction. Large blank walls along street frontages and pedestrian zones discourage interaction between buildings and users and therefore are not acceptable.

The applicant's proposal provides a transparency of fifty-seven percent (57%) along the building's façade facing Crowder Boulevard, which is the only side adjacent to an actual street frontage. The proposed building's remaining three (3) facades are interior to the site. The Lake Forest Boulevard side of the property, which faces the one-half (1/2) of the parking area and includes access and visibility to the corner entrance, is proposed to contain a transparency of thirty-seven percent (37%). The side containing the drive-through proposed along the I-10 Service Road side is proposed to provide a transparency of point seventy-two percent (.72 %). The applicant is not proposing any transparency for the rear wall of the site.

The staff believes the proposed transparencies are appropriate for the site as the applicant has incorporated the highest transparency along the Crowder Street frontage while mimicking the elongated panels along the sides visible from the street. The plans indicate design features that open the building to the entrance area and parking areas, which are the visible facades from both the parking and pedestrian entrance and the

corridor on which the structure fronts. The staff believes the requirement to provide sixty percent (60%) transparency on all sides of the building on the ground floor is neither practical nor achievable. The requirement as it is written does not take into account businesses' need to provide an area for trash storage and collection, areas inside the building where transparency is not practical, including rest rooms and secure areas, and the need for wall space. In this instance, achieving a sixty percent (60 %) transparency on all four sides would prohibit the applicant from constructing a layout within the store's interior that would make the store functional. The staff believes the intent of the requirement has been achieved through the incorporation of panels and windows that extend from the base of the building to the roof line. Customers, employees and passersby will all be able to see in and out of the building's windows along the portions of the building facing the public rights-of-way. The only area in which transparency is not provided is to the rear of the building facing the interior of the site. This area is not visible from the street.

I. SUMMARY

Design Review 15/15 is an appeal of the Eastern New Orleans Renaissance Corridor District, **Article 10, Section 10.2.10.2 Fenestration** of the Comprehensive Zoning Ordinance, which requires buildings to maintain a transparency of sixty percent (60%) on the ground floor. The applicant is proposing to provide a transparency of fifty-seven percent (57%) along the northeast side fronting Crowder Boulevard, thirty-seven percent (37%) along the southeast side facing Lake Forest Boulevard, zero percent (0%) along the southwest side of the building facing the rear and interior of the site and point seventy-two percent (.72 %) along the northwest side of the building facing the Interstate 10 (I-10) Service Road. Through its review, the staff found the requirement to provide sixty percent (60%) transparency on all sides of the building too onerous making it extremely difficult to create a layout that would make the business functional. The staff believes the intent of the transparency requirement has been met, which is to incorporate design that opens the building up to allow viewing in and out of the windows while discouraging blank walls that face the public rights of way. Therefore, the staff recommends **Approval** of Design Review 15/15.

II. PRELIMINARY STAFF RECOMMENDATION

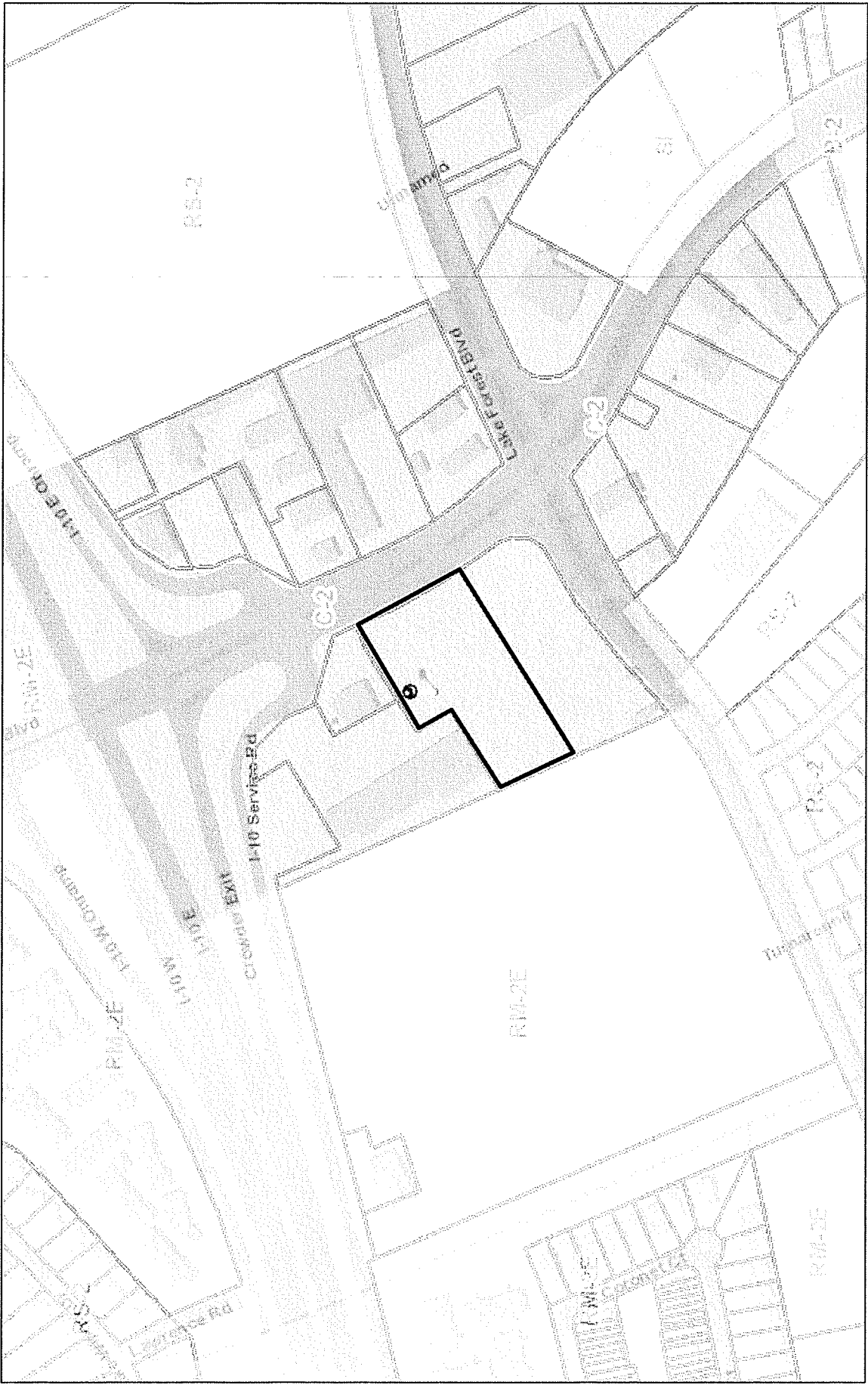
The CPC staff recommends **approval** of design review 15/15, subject to one (1) waiver.

Waiver

1. The applicant shall be granted a waiver of **Article 10, Section 10.2** of the Comprehensive Zoning Ordinance, which requires maintaining a minimum transparency of sixty percent (60%) on the ground floor, to permit transparencies of fifty-seven percent (57%), thirty-seven (37%), point seventy-two percent (.72%), and zero percent (0 %) on the ground floor of the building.

IV. REASONS FOR RECOMMENDATION

1. The intent of the ENORC Overlay District will not be compromised by the allowance of less than sixty percent (60%) transparency.
2. The transparency provided along the facades that face the pedestrian access area and along Crowder Boulevard creates a visual harmonized aesthetic despite not meeting the full requirement.
3. Design elements have been incorporated along the I-10 Service Road to ensure the structure is aesthetically pleasing to those traversing the roadway.

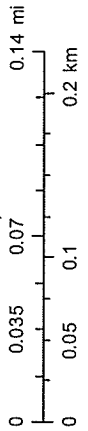


February 12, 2015

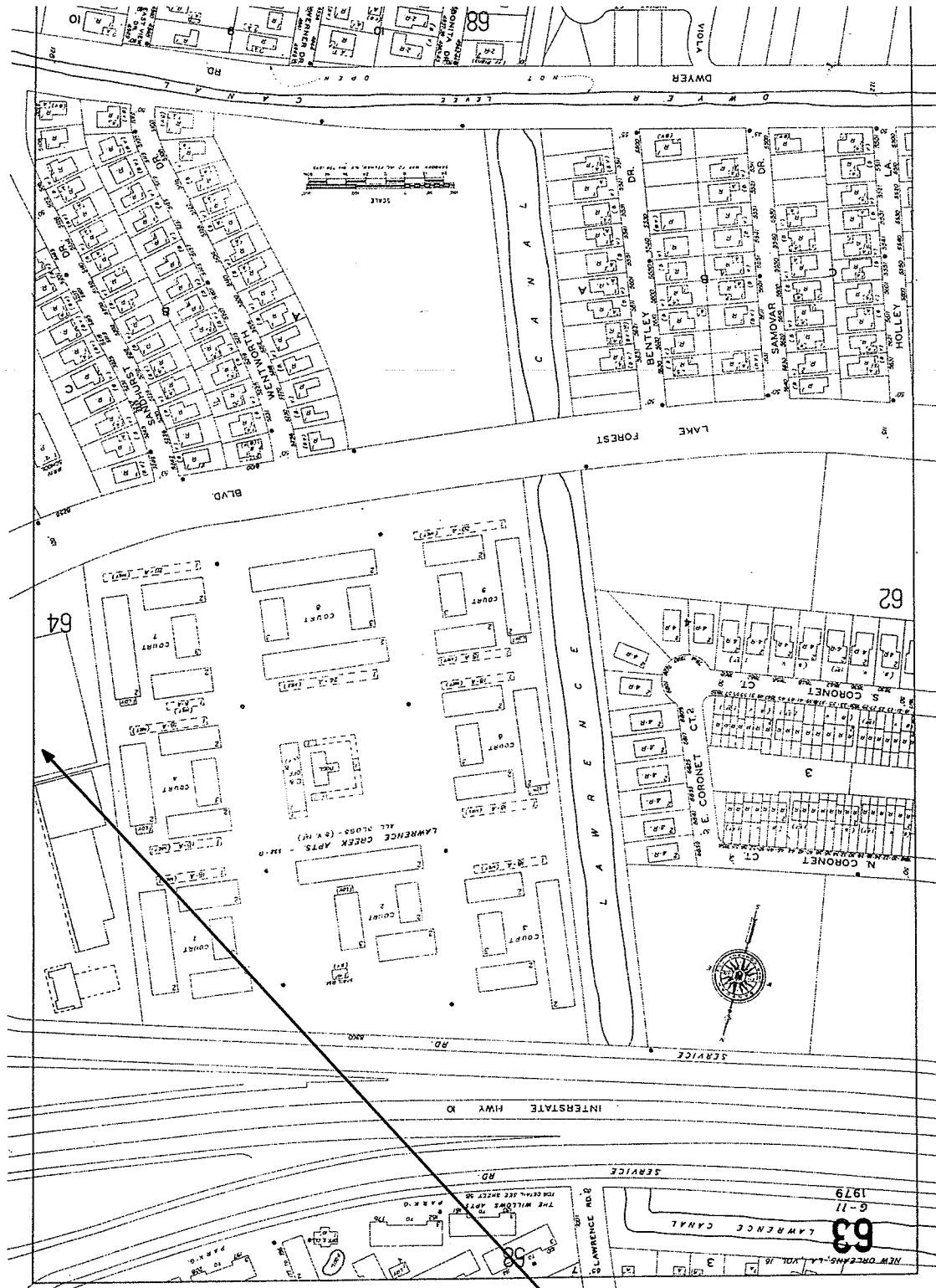


Override 1

1:4,364



Design Review 15/15



Design Review 15/15



Walgreens

Lake Forest Blvd & Crowder Blvd, New Orleans LA

GHK Developments, Inc

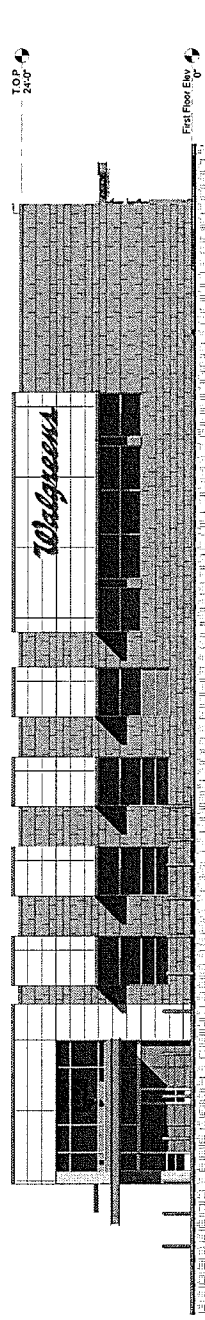
Jared Ducote, Architect

EXTERIOR ELEVATIONS - COLORS & MATERIALS	
JOA Project Number: PWG-14-00388	
WALGREENS	
STORE NUMBER 16312	
CROWDER BLVD. NEAR LAKE FOREST	
NEW ORLEANS, LOUISIANA 70127	
DATE: 04/14/14	REVIEWED:
BY: JDA	DATE: 04/14/14

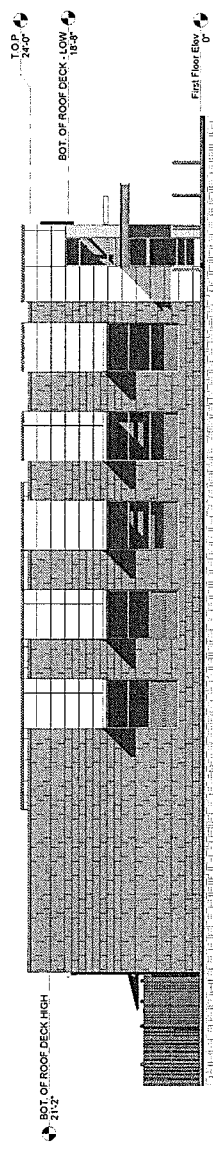
REVISIONS	
NO.	DATE
DESCRIPTION	



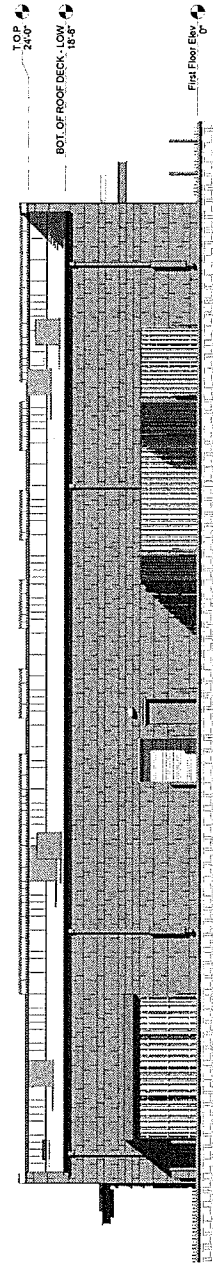
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205-452-1554 (F)



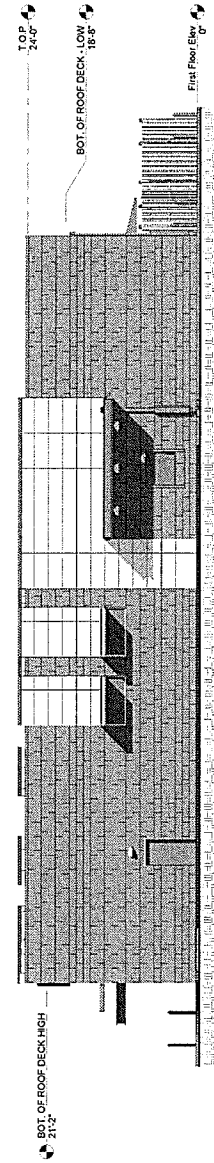
1 / 1/8" = 1'-0"
NORTHEAST ELEVATION (CROWDER BOULEVARD)



2 / 1/8" = 1'-0"
SOUTHEAST ELEVATION (LAKE FOREST BOULEVARD SIDE)



3 / 1/8" = 1'-0"
SOUTHWEST ELEVATION



4 / 1/8" = 1'-0"
NORTHWEST ELEVATION

